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24 February 1970

MEMORANDUM FOR: Mr. John K. Vance

SUBJECT: Proposed Project to Increase Awareness of
the Scope and Utility of AEGIS

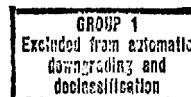
Following discussions with yourself and with the ASPIN group, there appears to be general agreement that there is need for further effort, on the part of CRS, to bring AEGIS to the attention of those production analysts who at present are making no use of the system. It is felt that this approach is a prerequisite to further work on CRS support to personal files. In other words, CRS should create wider awareness and use of AEGIS before considering in more detail possible inter-relationships between the central system and the personal files of individual analysts.

At the meeting with the ASPIN group, it was suggested that AEGIS could best be publicized in the following ways:

1. By preparation and distribution of a brief and simple user guide to AEGIS.
2. By making AEGIS products available, in an unsolicited manner, to intelligence analysts who have not previously used the system, and to obtain their evaluations of these products. This would be conducted in a similar way to the way I conducted the previous small evaluation of AEGIS usage.

I intend to proceed to produce a draft user manual for review and comment within CRS. The object of the second task is to bring AEGIS to the attention of production analysts who at present make no use of the system. I propose the following procedures:

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1. Each CRS area division will be involved in the project. A responsible member or members of each division (say the appropriate SODA) will examine the first issue (March 15) of Research Projects in Process and will consider each research project falling within the scope of the division. The SODA will divide these research projects into the following categories:

(a) AEGIS known to have been used or the production analyst is known to use AEGIS regularly.

(b) AEGIS not particularly appropriate for this subject.

(c) CRS projects.

25X1A9a (d) Appropriate to AEGIS but AEGIS not used and the production analyst is not recognized as being an AEGIS user. [] can provide us with a printout of AEGIS users thru September 1969.)

A survey conducted in FE/PAC, based upon the pilot issue of the publication, revealed 120 research topics within the scope of FE/PAC. Among these, the breakdown into the above categories was: (a) 39, (b) 37, (c) 14, (d) 30.

The (d) category will be the candidate set of topics for conduct of unsolicited searches. Among these, there will be some (14 in the FE/PAC sample) that appear to be most suitable for an AEGIS search without further discussion with the requester. For this group an AEGIS search will be conducted, using the best possible search approach. Where necessary the results may be screened by the search analyst after the search has been conducted.*

*Actually there is no real reason why we should restrict ourselves to AEGIS. Research topics relevant to other CRS resources could also be the subject of unsolicited searches.

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2. The search results will be delivered to the production analyst involved in the project who, up to this time, is unaware that the search has been conducted. Because the approach to the user will be important here, I suggest that the production analyst might be contacted either through the chief of the area division or through the appropriate ASPIN representative.

The production analyst will be told the purpose of the study and asked to cooperate by completing an evaluation questionnaire. This questionnaire, which I will design in the next few days, will address itself briefly to:

(a) Characteristics of the user - usual sources of information used.

(b) Evaluation of the search in terms of utility (amount of relevance, amount of novelty, amount missed).

(c) Whether, on the basis of this specimen, he is likely to make use of AEGIS in the future - and if not, why not.

(d) Whether AEGIS might be improved in some respect to make it of greater material value to him.

If the AEGIS search is a little wide of the mark, the analyst will be encouraged to discuss his needs further with a CRS analyst in order that a second attempt at the search can be made.

3. For a sample of those searches which are "possibly AEGIS" but in which the topic statement is not clear enough to allow an unsolicited search to be conducted, the SODA will contact the production analyst, suggest that an AEGIS search might be of some utility and encourage the analyst to have a search conducted. In this case the SODA (or other CRS analyst) will discuss the production analyst's needs in some detail before the search is carried out. Once conducted, the search results will be evaluated in the same way as for the other group.

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4. Volume - Based on the FE/PAC sample, it would be reasonable to estimate a group of 15 potential search topics for FE/PAC, 15 for the USSR and an average of, say, 7 each for the other area divisions making a total of about 50 completely unsolicited searches. A total sample of 10-12 "discussed need" searches (2-3 from each division) should be enough to allow a gross comparison of these with the group not discussed before search.

5. Records - For analysis purposes I will need to receive:

(a) Each area division's breakdown of the current research topics into the categories outlined above. For this purpose I would like to receive, from each division, a marked-up copy of Research Projects in Process, March 15 issue.

(b) For each search conducted, a completed search request form (recording any interaction with the requester), a copy of the search strategy, a copy of the search printout, and a copy of the completed evaluation questionnaire, together with any other comments the SODA or division chief would like to make on the search and the general responsiveness (or otherwise) of the recipient.

The purpose of the project is partly to continue the evaluation of AEGIS and its potential utility to production analysts, but mainly it should be regarded as a publicity project to bring AEGIS to the attention of potential users. Viewed in this light, AEGIS should put its best foot forward and produce the best possible search results. In other words, the system should operate as closely as possible to its maximum capabilities.

Once the results of the study have been evaluated, perhaps you will want to repeat the project with a later issue of Research Projects in Process - or even to do it on a regular basis, as a continuing public relations project (indicating a dynamic rather than a passive information service within CRS).

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In any case, later in the year it would be worthwhile following up with a second brief questionnaire (or possibly merely by analysis of AEGIS records via the management information system) to find out how many recipients of unsolicited AEGIS searches make a subsequent use of the system later in the year.

Timing - Since the entire project should be completed by June 30, we should endeavor to have all searches conducted and evaluation forms returned by the end of April, allowing plenty of time for analysis, interpretation and reporting.

I suggest that, once procedures have been reviewed and agreed on, I should get together with the SODAs and/or the division chiefs to make sure that everyone knows what is involved. I will begin design of the necessary forms as soon as the procedures are agreed upon.

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OD/CRS File

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